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*Corresponding Author's Email: afsanasalam31@gmail.com***ABSTRACT**

Entrepreneurship isn't new for Indians; digitizing business was challenging for every entrepreneur. Women Entrepreneurs in India are most important and plays a primary role in developing country like India. In this era, Digitization is the driving force behind every business and without it, it's nearly impossible to operate any business. This study examines the role of perception and attitude on technological up gradation by women entrepreneurs in South India. In selecting survey sample, convenient random sampling was adopted. Most of the cities in South India and small-medium industry have been selected for the collection of primary data. Google forms and Questionnaire has been used to collect data and 30 samples returned usable for this study. The study has analyzed using reliability test, descriptive analysis, and chi-square analysis to identify the perceptions and attitude of women entrepreneurs on technological up gradation. The findings show that women entrepreneurs are driven by the term digitization. As the outcome, this study proving that women entrepreneurs are result oriented for the up gradation of technology in their business. The limitation and suggestion for future study are then discussed at the end of the paper.

Keywords: *Entrepreneurship, Women Entrepreneur, Digital Entrepreneurs*

INTRODUCTION

Entrepreneurship is the process of creating, innovating and implementing new ideas which lead to new product or service for a new market and breaks an existing state of equilibrium (Schumpeter, 1934). In this sense, the ability to recognize an opportunity overlooked by others is thus crucial for entrepreneurs. Therefore, today's business world has changed into the competitive environment which has posted a challenge for the organization. The digital technologies are impacting the business—challenging the industry leader while enabling entrepreneurs to do so.

Globally internet has changed the way in which business is performed traditionally, developing countries have benefited for the implementing e-commerce by rapid technology adoption which is led by the increasing use of devices such as smart phones and tablets and the internet through broadband, 3G etc., which also led to an increased online consumer base. Women entrepreneurs make a significant contribution to the Indian economy. In the male dominant society like India, women are coming out from their traditional role and becoming an entrepreneur.

Digitization is nothing but technology adoption, which gives an enormous opportunity for women to explore their idea and to grow with the help of technology such

as mobile commerce, electronic fund transfer, supply chain management, internet marketing, online transaction processing and automated data collection system (Chaithralaxmi & Shruthi, 2016). That is, the digital entrepreneurship not only offers the high-end product at competitive prices but also compete among them to satisfy customer needs. In India, women entrepreneurs are not lagging, and they too faced all challenges and hurdles of life to become what they are today. There are many women corporate leaders, entrepreneurs and several other inspiring women who braved all problems to move ahead and achieve success (Parnami & Bisawa, 2015).

After the Global entrepreneur summit women entrepreneurs are popularly known as 'WOMENPRENEUR'. The purpose of the study is to find out the various roles and identity Womenpreneur in the Industry and to examine the role of technology. This research focuses on the role of perceptions (e.g. perceived usefulness and perceived ease of use) and entrepreneurial attitude (such as innovativeness, risk-taking, and flexibility) on technology adoption by women entrepreneurs (Ndubisi, 2005). Most of the women entrepreneurs are originating from cities like Bangalore, Chennai, Coimbatore, Kochi, Trivandrum and so on, for this study women entrepreneurs from south Indian cities have been chosen for collecting the

data, the stratified convenient random sampling was adopted. Google forms and Questionnaire are used to collect data; from this study we found that few Womenpreneur is willing to implement the digital technology. Hence, the researchers are focusing on Womenpreneur's role of perception and attitude on technology adoption.

LITERATURE REVIEW

Chaithralaxmi & Shruthi (2016) indicated that the e-commerce sector has huge growth potential in India. The Internet is the backbone of e-commerce. But internet penetration in India is low compared to other countries but Internet-based business is finding growth in any industry. Parnami & Bisawa (2015) indicated that with the help of E-commerce, today every women entrepreneur is becoming stronger in terms of the financial background by selling their products online. Women in developing economy like India, performs two different roles parallelly. Ecommerce helps women entrepreneur to manage business comfortably from their homes.

Balachandran & Sakthivelan, (2013) defined that entrepreneurs have created more opportunities to invent, to innovate, to produce and to process with economic cost and greater values. Alam, Jani & Ismail (2011) relied on entrepreneurial traits for sustainable growth. This study results on the influence of entrepreneurial trait that is, creativity on the day to day operations of the business and locus of control do not reflect on accountability in their jobs.

Ndubisi (2005) suggested that to adopt any specific system, it takes time until the users benefit from his/her own experiences. From this study, it was found that recent research theory has focused on the women orientation and methodologies with regards to technological based up gradation among women entrepreneurs. This study has analyzed the data based on Technology Acceptance Model as the perceived usefulness and ease of use are directly or indirectly associated with technology adoption. Prior to this, Ndubisi (2003) acknowledged many researches on implication and contributions of theories and practical pieces of evidence according to the technology adoption among women entrepreneurs in Malaysia. It is anticipated that the impact of perceived ease of use by validating the TAM to construct the entrepreneurial traits which directly influence women entrepreneurs in

Malaysia. Hence this study determines that any basic model like TAM represent the importance of technology adoption with significant results which are specified for use of technology among women entrepreneurs.

Objectives of the study

- To understand the level of technology adoption among women entrepreneurs.
- To analyze the perceptions and attitude of women entrepreneurs on technology adoption.

RESEARCH METHODOLOGY

Research design for current study is descriptive and analytical. In selecting 30 samples, convenient random sampling was adopted which is equally represented from various industry. Most of the cities in south India and small-medium industry have been selected for the collection of primary data.

RESULTS AND DISCUSSION

Respondent is engaged in primary activities like Manufacturing and Service. Most of the respondents 60% are in the age group of 26-35 and 46.7% of entrepreneurs are undergraduates. A total of 80% of the women entrepreneur are married to four members of a family. Seventy-three percent of the entrepreneurial ventures are in the service sectors and respectively 26% in manufacturing.

The result of Descriptive Statistics, that most of the women entrepreneurs have access to the mobile application and linked portals like Amazon, Flipkart to sell their products. Most of the women entrepreneurs are giving importance to the technology adoption and overall, they feel that it is easy to use technology and their attitude has changed towards technology adoption from the traditional way of business.

Before any significant test, the data should be verified by internal reliability i.e., Cronbach's alpha which would suggest for minimum 0.6 alpha suitable for any research in the early stage (Alam, Jani & Ismail, 2011).

Table 1: Reliability test (Cronbach's Alpha)

Reliability Statistics		Reliability Statistics	
Cronbach's Alpha	No. of items	Cronbach's Alpha	No. of items
0.910	6	0.920	6

As shown in table 1, Cronbach's Alpha was used for reliability test which resulted with 0.0910 i.e., 91% of reliable data was used to analyze perception towards technology adoption.

Mann-Whitney U test to analyze whether there is a significant difference between nature of business with regards to the level of technological adoption.

Null Hypothesis: There is no significant difference between the mean rank of manufacturing and service sectors with regards to factors of technological up gradation.

Alternative Hypothesis: There is a significant difference between the mean rank of manufacturing and service sectors with regards to factors of technological up gradation.

Table 2: Mann-Whitney U test to analyze whether there is a significant difference between nature of business with regards to the level of technological adoption

Factors	Mean Rank of the Sectors		Z value	P - value
	Manufacturing	Service		
Tools and technology	15.5	15.5	0.001	1.000
Perception	10.5	17.32	-1.893	0.063
Attitude	24.25	12.32	-3.432	0.001*
Overall	16.5	15.14	-0.38	0.735

As shown in table 2, in the case of tools and technology (1.000), Perception (0.063) and overall (0.735) factors of technology adoption denote that *p*-value is not significant, it denotes that we need to accept null hypothesis at 5% level of significance. Hence, the attitude of women entrepreneur is adoption level with the result of Mann Whitney, which denotes with *P*-value (0.01) highly significant, that shows there is a significant difference between the mean rank of manufacturing and service sectors with regards to technology adoption. Thus, this indicates that the perception and attitude of women entrepreneurs on technology adaptation is highly significant. Moreover, the entrepreneurial ventures in service sector likely to adopt technology than the manufacturing sector.

Chi-square test for (Independence) association between experience and level of technology adoption among women entrepreneurs

Null Hypothesis: There is no association between experience and level of technology adoption.

Alternative Hypothesis: there is an association between experience and level of technology adoption.

Table 3: Chi-square test for (Independence) association between experience and level of technology adoption among women entrepreneurs.

Year of business establishment	Overall level of technological adoption				Chi-square	P-value
	Slow	Moderate	Fast	Total		
2 years or less	4 (33.3%) (40.0%)	2 (16.7%) (16.7%)	6 (50.0%) (75.0%)	12 (100.0%) (40.0%)	11.298	0.023
2-5 Years	6 (42.9%) (60.0%)	6 (42.9%) (50.0%)	2 (14.3%) (25.0%)	14 (100.0%) (46.7%)		
6-10 years	0 (0.0%) (0.0%)	4 (100.0%) (33.3%)	0 (0.0%) (0.0%)	4 (100.0%) (13.3%)		
Total	10 (33.3%) (100.0%)	12 (40.0%) (100.0%)	8 (26.7%) (100.0%)	30 (100.0%) (100.0%)		

As shown in the table 3, the *P*-value 0.023 the null hypotheses are rejected at 5% level of significance. Hence, it is concluded that there is an association between experience and level of technology adoption among women entrepreneurs. Based on percentage 33.3% of 2 years or less experienced women entrepreneurs are slow in the technology adoption, 50.0% are fast in technology adoption level. Whereas 2-5 Years' experience group, 42.9% were slow in the technology adoption and 14.3% are fast in technology adoption level. Hence the new women entrepreneurial venture is fast in technology adoption and whereas the entrepreneurial venture is already in the market need to invest and bear risk by adopting the technology. This is where the study found that perception and attitude towards adoption of technology have brought major help, especially for the new entrepreneurial venture.

CONCLUSION

Due to rapid growth in technology, many entrepreneurs are implementing digital technology to support their traditional business, to improve their efficiency of work, risk-taking abilities and enhancing their capabilities. The outline of the research depends on the perception and attitude of technological up gradation by women entrepreneurs in south India. The result of this study will not have the impact on overall decision to adopt technology in their daily operations. Normally, the new entrepreneurial business model may have creativity and risk-taking ability in conducting their operation using technology. As the outcome, this study proves that women entrepreneurs are result oriented for the up

gradation of technology in their business. The concept of women entrepreneurs focused on a small and medium industry of south India which has achieved the main objective of the study, which is to understand the level of technology adoption by analyzing perception and attitude of women entrepreneurs on technology adoption.

LIMITATION AND FUTURE RESEARCH DIRECTIONS

This research focuses on women entrepreneurs only. Consciously, the small and medium industry has been selected to focus on women entrepreneurial growth and their technological impacts which is a counterpart to compare with male entrepreneurs. Nevertheless, this research gives direction for future research could be the comparative analysis of men and women entrepreneurship in South India, to analyze the difference between two genders towards technology adoption. Secondly, future research model could be done based on theory grounded on existing management information system studies like the TAM model.

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